Federal City Performing Arts Association DRAFT Board of Directors Meeting Minutes

Wednesday, March 10, 1999 2801 M St., NW, Washington, DC

DIRECTORS:

Present: Darrell Lewis, Jerry Carpenter, Thom Gibb, Mark Bombaci,

Chip Heath, Kris Marshall, Jack Gerard, Ed Wilber

ABSENT:

Rich Aldret, Bill Eadie, Jeff Peirce(Proxy Received), Joe Vignali, Henry Salevsky,

James Holloway

STAFF:

John Perkins

Guest:

I. Call to Order

Lewis called meeting to order at 7:45 PM upon achieving quorum.

II. Open Forum

Open Board Positions Season Music Concepts from Holloway Policy Process period needed

III. Approval of Minutes

Motion to approve the minutes.

Marshall moves for the approval of the minutes, Wilber seconds.

Unanimous in favor. Minutes approved.

IV. Operations Committee

Vignali absent.

V. Financial Report

See report for more detail. Areas of concern are that ticket sales for the March concert are falling below expectations. Rexroth has canceled the bachelor auction because he said the event would possibly not get the support of membership. Rexroth was to bring options to the BOD after they are explored. A bingo night was being considered but there was considerable concern from the BOD that this was not a good idea because of the city legal permits needed and that it closely resembles the successful HRC event. A ticket sales incentive program was proposed for the March concert that would reward members for selling the most tickets. Lewis devised the concept that was approved. Heath raised concern about merchandising sales; Lewis presented a plan to bundle CDs and send the 'Let it Shine' CD for free. This would be done at the concert. Perkins indicated that product sales are declining in general throughout the various chorus organizations. Bombaci indicated that the marketing has become too scattered and items should be marketed to the larger audience. Heath asked if Lester was being replaced as Merchandising Chair and Lewis said he has had not success in filling the position. Gibb suggested that in the future we may consider making a 'GMCW Sings Seeley' CD because it would have a greater market appeal than a classical music CD. Heath suggested that GMCW get away from budgeting too much around CD sales.

Gibb moved that the BOD accept the Finance Report, Bombaci seconds. Unanimous in favor.

VI. Executive Director

Perkins praised the efforts of the organization which has had 11 productions, 10 of which were sold out since January. Chorus CDs are now available on Amazon.com. Perkins introduced the United Way campaign proposal. Gibb indicated that because of proposals such as this that accounting records must be so carefully kept. Heath indicated that this was good for our community outreach.

VII. Music Report

Holloway was absent. Lewis explained that March concert coordination efforts were underway. Bombaci asked if the creative planning process for concert development could be opened up more. Lewis indicated that the BOD would only approve concepts and not get into the process of planning concerts because that is what the Music Advisory Committee was for. The BOD asked for a reinforcement of the Advisory Committee membership.

VIII. President's Report

Lewis spoke of the extraordinary efforts to raise funds for the CD3 and the orchestra. Holloway was going to adjust the quality of CD3 by going back to the studio to correct a few observed issues with the production. Phone-a-thon 2 needs to be placed into production.

IX. New Business

- Heath presented the policy on the Memorial Quilt. See policy statement. Acceptance of the policy statement as amended was moved by Wilber, seconded by Gibb. Unanimous in favor.
- Heath updated the BOD on the Atlanta travel and was asked to consider United for the travel arrangements.

X. Adjournment

Gibb moved, Bombaci seconded a motion to adjourn. Unanimous in favor.

Respectfully submitted,

Jerry Carpenter Secretary, FCPAA